

Interdisciplinary approach

- **SOCIAL SCIENCES**
- **SOCIOLOGY**
- **ANTHROPOLOGY**
- **CULTURAL STUDIES**
- **POLITICAL SCIENCE**
- **PSYCHOLOGY**
- **HISTORY**
- **THEOLOGY/RELIGIOUS STUDIES**
- **LINGUISTICS**
- **GEOGRAPHY**
- **COMMUNICATIONS**
- **TECHNOLOGY**

T.E. Lawrence

- 1988-1935



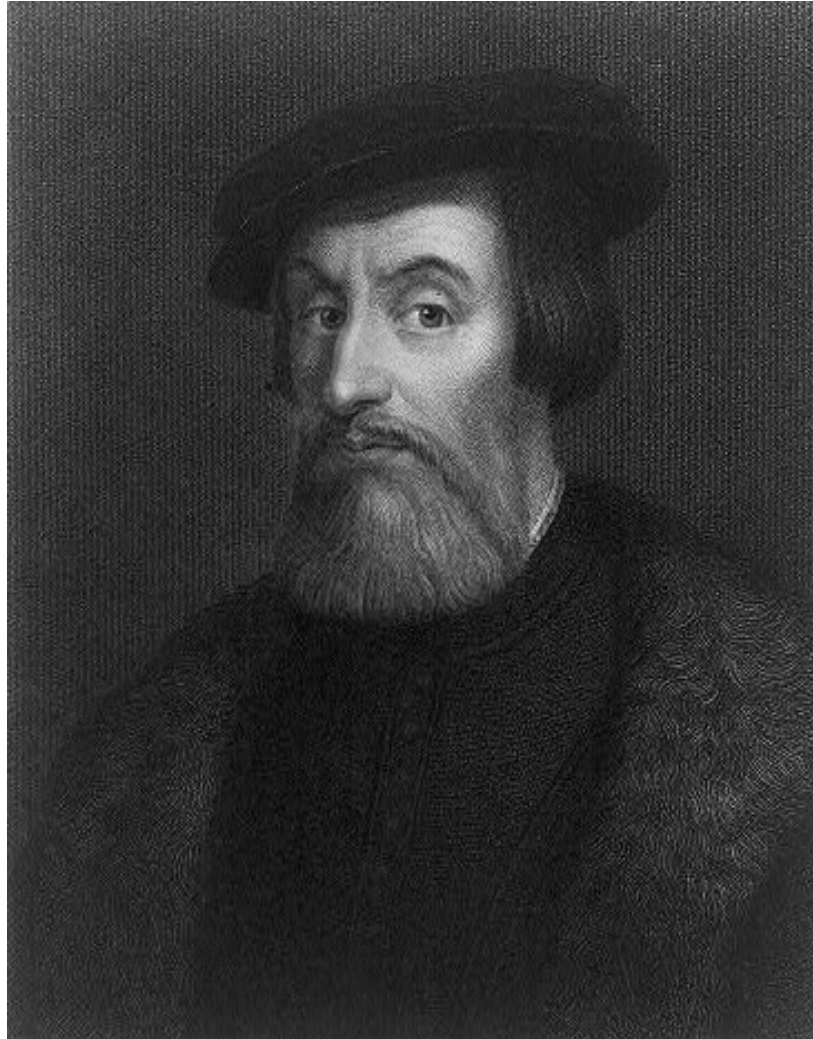
Nikolai Przhevalsky

- 1839-1888



Hernán Cortés

- 1485-1547



TRIBES

- **TRADITIONAL TRIBES and/or PRIMITIVE TRIBES**
- **MODERN TRIBES:**
 - **URBAN TRIBES**
 - **VIRTUAL TRIBES**

SOFT POWER!!!!!!

- **Culture** (various aspects)
- Particularly:
- Media including Social Media
- ART
- Literature
- Music

NATIONAL CULTURE



NATIONAL CULTURE

- MAINSTREAM CULTURE
- COUNTERCULTURE
- SUBCULTURES

ROCK COUNTERCULTURE

- Bob Seger 1971
- <http://www.youtube.com/watch?v=o3GF3Woi3Sw&feature=related>
- Sex Pistols 1976
- <http://www.youtube.com/watch?v=MeP220xx7Bs&feature=related>

Laibach 199?

http://www.youtube.com/watch?v=1YE_j0xlsJA

Glocalization

- Global trends and phenomena get localized, adapted to local context, often turning into something very different or even opposite to their initial purpose and role.

DIFFERENT KIND OF REBELS

- MUSLIM REBELS vs. WESTERN REBELS
- COOL KIDS FROM MADRASA
- <http://www.facebook.com/group.php?sid=9722d4ffdc5706d4b2061f9368a577ab&gid=42057719339&ref=search>
- <http://mediaislam.tv.googlepages.com/index.htm>

ISLAMOGAMING

- <http://www.digitalislam.eu/article.do?articleId=1419>
- http://www.quraishgame.com/qe_index.htm
- http://www.underash.net/en_download.htm
- http://www.underash.net/ua_index.html